## LAFRANCE

## Shoes for Gentlewomen

A FTER viewing our display of LA FRANCE models for Fall and Winter, who dares to dispute our claim to leadership in the offering . of footwear of Style, Quality and Dependability?

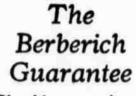
This year the master-designers of LA FRANCE Shoes have undoubtedly taken a long stride in advance of their competitorsparticularly in the creation of novel effects in new colors and two-tone leather combinations.

Season after season the style-wise women of Washington have selected LA FRANCE Shoes because they know that

LA FRANCE Styles are Authentic-LA FRANCE Quality is Superior-LA FRANCE Satisfaction is Guaranteed-LA FRANCE Prices are Modest-

\$4 to \$9





"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction.

"BERBERICH'S."



Washington's Largest and Most Progressive Shoe House-Established 1868

MAIN STORE 1116-22 7th St.

BRANCH STORE 813 Penna. Ave.